

6297-1

9/12/2013

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UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
WASHINGTON, D.C. 20460

SEP 12 2013

OFFICE OF
PREVENTION, PESTICIDES AND
TOXIC SUBSTANCES

Micah Reynolds,
Regulatory Consultant for,
Bissell Homecare, Inc.
2345 Walker Ave.
Grand Rapids, Michigan 49544

Subject: NEO

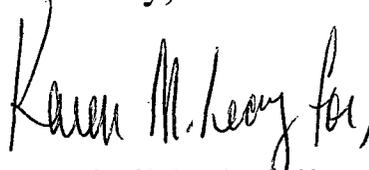
EPA Registration Number 6297-1
Your Notification Dated August 13, 2013
EPA Received Date August 13, 2013

The notification referred to above, submitted in connection with the Federal Insecticide, Fungicide, and Rodenticide Act, (FIFRA), as amended, to add non-FIRA language to the product labeling, is acceptable.

The notification has been made a part of the permanent registration file.

If you have any questions concerning this letter, please contact
Karen M. Leavy at (703)-308-6237.

Sincerely,



Marshall Swindell

Product Manager 33

Regulatory Management Branch I

Antimicrobials Division(7510P)

	United States Environmental Protection Agency Washington, DC 20460	<input type="checkbox"/> Registration <input type="checkbox"/> Amendment <input checked="" type="checkbox"/> Other	OPP Identifier Number
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Application for Pesticide – Section I

1. Company/Product Number 6297-1	2. EPA Product Manager Marshall Swindell	3. Proposed Classification <input checked="" type="checkbox"/> None <input type="checkbox"/> Restricted
4. Company/Product (Name) NEO	PM# 33	
5. Name And Address Of Applicant (Include ZIP Code) Bissell Homecare, Inc. 2345 Walker Ave, NW Grand Rapids, Michigan 49544 <input type="checkbox"/> Check if this is a new address		6. Expedited Review. In accordance with FIFRA Section 3(c)(3) (b)(i), my product is similar or identical in composition and labeling to: EPA Reg. No. _____ Product Name _____

Section II

<input type="checkbox"/> Amendment – Explain below.	<input type="checkbox"/> Final Printed labels in response to Agency letter dated _____
<input type="checkbox"/> Resubmission in response to Agency letter dated _____	<input type="checkbox"/> "Me Too" Application.
<input checked="" type="checkbox"/> Notification – Explain below.	<input type="checkbox"/> Other – Explain Below.

Explanation: Use additional page(s) if necessary. (For section I and Section II.)

Submission of Label Notification to add non-FIFRA language (patent number and license statement) per PR Notice 98-10.

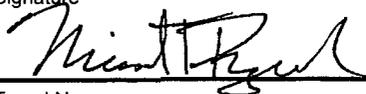
This notification is consistent with the provisions of PR Notice 98-10 and EPA regulations at 40 CFR 152.46, and no other changes have been made to the labeling or the confidential statement of formula of this product. I understand that it is a violation of 18 U.S.C. Sec. 1001 to willfully make any false statement to EPA. I further understand that if this notification is not consistent with the terms of PR Notice 98-10 and 40 CFR 152.46, this product may be in violation of FIFRA and I may be subject to enforcement action and penalties under sections 12 and 14 of FIFRA.

Please confirm receipt with Micah Reynolds: mreynolds@tsqusa.com, via phone (202) 828-8967, or via fax (202) 872-0745.

Section III

1. Material This Product Will Be Packaged In:					
Child Resistant Packaging <input type="checkbox"/> Yes* <input type="checkbox"/> No	Unit Packaging <input type="checkbox"/> Yes <input type="checkbox"/> No	Water Soluble Packaging <input type="checkbox"/> Yes <input type="checkbox"/> No	2. Type of Container		
* Certification must be submitted			<input type="checkbox"/> Metal <input type="checkbox"/> Plastic <input type="checkbox"/> Glass <input type="checkbox"/> Paper <input type="checkbox"/> Other (Specify) _____		
3. Location of Net Contents Information <input type="checkbox"/> Label <input type="checkbox"/> Container		4. Size(S) Retail Container		5. Location of Label Directions <input type="checkbox"/> On Label <input type="checkbox"/> On Labeling accompanying product	
6. Manner in Which Label is Affixed to Product			<input type="checkbox"/> Other _____		
			<input type="checkbox"/> Lithographed <input type="checkbox"/> Paper glued <input type="checkbox"/> Stenciled		

Section IV

1. Contact Point (Complete items directly below for identification of individual to be contacted, if necessary, to process this application.)		
Name Micah T. Reynolds, Technology Sciences Group, Inc.	Title Senior Regulatory Consultant	Telephone No. (Include Area Code) (202) 828-8967
Certification I certify that the statements I have made on this form and all attachments thereto are true, accurate and complete. I acknowledge that any knowingly false or misleading statement may be punishable by fine or imprisonment or both under applicable law.		6. Date Application Received <div style="border: 1px solid black; padding: 5px; text-align: center;">(Stamped)</div>
2. Signature 		
3. Title Regulatory Consultant to Bissell Homecare, Inc.		
4. Typed Name Micah T. Reynolds		5. Date August 13, 2013

(Note to Reviewer: (parenthetical text) is optional; [bracketed text] is informational.)

(MASTER LABEL)

Neo (Name TBD)

(Alternate Brand Names: BISSELL, Woolite, Pawsitively Clean)

CARPET- [CLEANER] [CLEANING] - [DEODORIZER]

[Insert usage site] [Cleaner] [Cleaning], [Odor causing bacteria (destroyer) (killer) (eliminator) (reducer) (cleanser) (cleaner) (cleaning)], [Carpet Cleaner (for pet messes)], [Carpet Cleaning (for pet messes)], [(Dual Action) (Pet) Cleaner & Deodorizer], [(Triple Action) (Pet) Cleaner & Deodorizer], [(Insert usage site) (Pet) Deodorizer], [(Insert usage site) (Pet) Odor Neutralizer], [(Insert usage site) (Pet) Odor Eliminator], [(Insert usage site) Refresher], [Deep Cleaner +Deodorizer], [(Advanced) (Professional) Deep Cleaner formula], [(Advanced) (Professional) Deep Cleaning formula], [(Advanced) (Professional) Formula for carpet]

Active Ingredient:

Hydrogen Peroxide..... 4.67%

Other Ingredients: 95.33%

Total: 100.0%

EPA Reg. No.: 6297-1

EPA Est. No.: [6297-XXX-XXX]

CAUTION

Keep out of Reach of Children

See additional precautionary statements on [back][side][right][left][other] [panel] of label [below].

Manufactured [by] [for]:

Bissell Homecare, Inc.

2345 Walker Ave, NW

Grand Rapids, MI 49544

USA PAT #: 6,803,507

Net Contents:

Batch/Lot: (Note to Reviewer: The lot or batch number may also be stamped or imprinted directly on the packaging.)

8 fl oz (0.25 QT) 236 mL (0.23 L)

16 fl oz (0.5 QT) 473 mL (0.47L)

24 fl oz (0.75 QT) 709 mL (0.70 L)

(Note to Reviewer: (parenthetical text) is optional; [bracketed text] is informational.)

- 26 fl oz (0.81 QT) 768 mL (0.76 L)
- 32 fl oz (1 QT) 946 mL (0.94 L)
- 48 fl oz (1.5 QT) 1419 mL (1.41 L)
- 50 fl oz (1.56 QT) 1478 mL (1.47 L)
- 52 fl oz (1.62 QT) 1537 mL (1.53 L)
- 60 fl oz (1.87 QT) 1774 mL (1.77 L)
- 62 fl oz (1.93 QT) 1833 mL (1.83 L)
- 64 fl oz (2 QT) 1892 mL (1.89 L)
- 71.3 fl oz (2.22 QT) 2108 mL (2.10 L)
- 80 fl oz (2.5 QT) 2365 mL (2.36 L)
- 128 fl oz (4 QT) 3785 mL (3.78 L)

(Note to reviewer: Boxed format or bullets may be used in First aid section if label space permits)

FIRST AID

If in Eyes: Hold eye open and rinse slowly and gently with water for 15-20 minutes. Remove contact lenses, if present, after the first 5 minutes, then continue rinsing. Call a poison control center or doctor for treatment advice.

Have the product container or label with you when calling a poison control center or doctor, or going for treatment.

**PRECAUTIONARY STATEMENTS
HAZARDS TO HUMANS AND DOMESTIC ANIMALS:**

CAUTION. Causes moderate eye irritation. Avoid contact with eyes or clothing. Wash thoroughly with soap and water after handling and before eating, drinking, chewing gum, using tobacco, or using the toilet.

Recommended Use (Location)

All around the house [‡]	Car (s) (Truck(s))		Sunroom (s)
All around the home [‡]	Closets	Laundry Room	Vacation home
Attic	(Damp) Storage Area(s)	Living Room	Vehicles
Automobile(s)	(Damp) Storage Room (s)		Sunroom (s)
Baby's Room (s)	Den (/Study)	Mobile Home (s)	Daycare center(s)
Basement (s)	Dining Room (s)	Mud Room (s)	Auto Interiors
Bathroom (s)	Dorm (s)	Nursery (Nurseries)	
Bedroom (s)	Family Room (s)	Office(s)	
Boat (s)	Garage (s)	Pet area(s)	
Cabins	Home	Playroom(s)	
Camper (s)	House	Public places	
		Studios	

[‡] Non food contact surfaces only

(Note to Reviewer: (parenthetical text) is optional; [bracketed text] is informational.)

Recommended Use (Surfaces) [may include graphic depicting surface]

Carpet(s)	Frieze (carpet)	Berber (carpet)	
Stairs	Saxony (carpet)	Loop (carpet)	
Bathroom mats	Plush (carpet)	Carpet Tiles	
Kitchen mats	Shag (carpet)	(Area) Rug(s)	
Entry rugs		Auto interiors	

DIRECTIONS FOR USE

It is a violation of Federal law to use this product in a manner inconsistent with its labeling. Read and follow all directions and precautions on this product label.

Before you clean, test a small, hidden area for colorfastness. If color is affected, do not use. Do not use on wool carpet.

[For use with BISSELL deep cleaning machines.]

[For use in all machines, when used as directed.]

[Flush machine with clean water after use.]

How to use:

1. Vacuum (thoroughly to remove loose dirt)
2. For best results removing tough stains use (BISSELL Tough Stain Pretreat) (Woolite Oxy Deep Precleaner) (stain remover and sanitize) (sanitize and stain remover) (sanitize and stain remover pretreat) (stain remover and sanitize pretreat) (BISSELL pretreat) (any BISSELL pretreat) (BISSELL Spot and Stain (cleaner)) (any BISSELL spot and stain remover) (any BISSELL spot and stain) (before deep cleaning)
3. For all full size and rental machines, add 4 fl oz total (or two capfuls) per gallon of tap water to machine formula tank
4. Deep clean carpet following machine's user guide
5. Flush machine with clean water after use
6. Stay off cleaned area until completely dry and vacuumed

For BISSELL Deep Cleaning machines with SmartMix® tank:

- Mix 4 fl oz of formula per gallon of tap water in the machine's clean water tank. Do not add formula to the SmartMix® tank.
- Make sure the machine setting is on "rinse" when using the machine

For all full size and rental machines: add (4 fl-oz total) to each gallon of tap water.

[Do not use this product in BISSELL Deep Cleaning machines, model numbers XXXX.]

(Note to Reviewer: (parenthetical text) is optional; [bracketed text] is informational.)

[After using this product in BISSELL Deep Cleaning machines, model numbers XXXX, flush machine with clean water.]

For more information about using concentrated formula in your machine, visit www.bissell.com

(optional images)



(two capfuls drawing)

STORAGE AND DISPOSAL: Store in original container in areas inaccessible to small children. Store between 35°F to 85°F in dry, well-ventilated area away from chemicals, direct light, heat or open flame. Do not mix with other cleaning products. Keep securely closed. Nonrefillable container. Do not reuse or refill this container. Wrap [container] and put in trash or offer for recycling if available.

Manufactured by

[BISSELL brand

Questions or comments 1.800.237.7691 ©(year) BISSELL Homecare Inc., Grand Rapids, MI 49544 USA

www.bissell.com]

[Woolite brand

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(Note to Reviewer: (parenthetical text) is optional; [bracketed text] is informational.)

Questions or comments: Call 1.800.451.7847 Visit our website at
www.woolitecarpet.com
Woolite is a trademark of Reckitt Benckiser licensed to BISSELL Homecare, Inc.]

[Pawsitively Clean brand
Questions or comments 1.800.237.7691 ©(year) BISSELL Homecare Inc., Grand
Rapids, MI 49544 USA
www.pawsitivelycleanpet.com]

[BISSELL (Rental) brand
Questions or comments 1.800.749.9062 ©(year) BISSELL Homecare Inc., Grand
Rapids, MI 49544 USA
www.bissellrental.com]

©(year) BISSELL Homecare Inc.
BISSELL International Trading Company BV
Stadhouderskade 55,
1072 AB Amsterdam
The Netherlands

[Questions?] [Comments?] [Call XXX-XXX-XXXX]

For Consumer Care contact:
BISSELL Homecare, Inc.
P.O. Box 1888
Grand Rapids, MI 49501

[Made in (insert country of manufacture origin)]

(Note to Reviewer: (parenthetical text) is optional; [bracketed text] is informational.)

Optional Label Statements, Marketing Claims, and Pictograms:

*** Non-living allergens including: Pollen, Pet dander, Dust mite allergen(s)**

(Cleaning Claims)

2 in 1 (formula) (cleans (and) (deodorizes) (and) (freshens) (and) (eliminates allergens*) (removes allergens*))

2 in 1 deep cleaning formula that cleans and deodorizes at the same time

3 in 1 (formula) (cleans) (and) (deodorizes) (and) (freshens) (and) (eliminates allergens*) (removes allergens*)

4 in 1 (formula) (cleans) (and) (deodorizes) (and) (freshens) (and) (eliminates allergens*) (removes allergens*)

Accelerated oxygen cleaning action

Accelerated oxygen cleaning action penetrates deep down to remove tough dirt and stains

(Antibacterial) (formula) cleans and deodorizes

(Deep) Cleans (+) (&) deodorizes

(Deep) Cleans (+) Deodorizes (insert usage site)

(Deep) Cleans and eliminates (greater than) (more than) (over) (90% of) odor causing bacteria

(Deep) Cleans and removes (greater than) (more than) (over) (90% of) odor causing bacteria

(Deep) Cleans, deodorizes and freshens all in one (formula)

(Deep) Cleans, Deodorizes and Reconditions

(Deep) Cleans, deodorizes, and freshens (insert usage surfaces)

(Deep) Cleans, deodorizes, and restores (insert usage surfaces)

(insert usage site) cleaner

(Our) Best formula for cleaning and deodorizing carpet

(Permanently) Eliminates dirt, dust, and common allergens* from (insert usage site)

(Permanently) Eliminates tough stains like (red wine), (food stains), (fruit juice), (pet messes), (mud/dirt), (ink), (chocolate), (coffee/tea), (cola), (blood), (grease), (motor oil), (& more)

(Permanently) Removes dirt, dust, and common allergens* from (insert usage site)

(Permanently) Removes tough (dirt) stains like (red wine), (food stains), (fruit juice), (pet messes), (mud/dirt), (ink), (chocolate), (coffee/tea), (cola), (blood), (grease), (motor oil), (& more)

(Permanently) Removes tough (pet) (spots) (stains) (soils) (and) (odors) (on) (insert usage site)

Antibacterial

Best (BISSELL) formula for cleaning (usage site)

Boost your (deep) cleaning results with proven deodorizing power

Booster

Boosts (deep) cleaning for a cleaner, fresher home

Boosts (deep) cleaning performance for a cleaner, fresher home

Boosts (deep) cleaning performance to also deodorize

(Note to Reviewer: (parenthetical text) is optional; [bracketed text] is informational.)

- Boosts cleaning performance
- Boosts cleaning performance to deep clean beyond what's seen
- Carpet (Spot and stain) Deodorizer (for pet messes)
- Cleaning booster
- Cleans & Deodorizes- better than cleaning alone
- Cleans (insert usage site)
- Cleans as it deodorizes
- Cleans beyond the surface
- Cleans everyday (pet) messes
- Cleans plus boosts
- Cleans the toughest soils
- Cleans tough (pet spots) (spots) (and) (pet stains) (stains)
- Cleans tough stains (on) (insert usage site)
- Complete (pet) cleaning and deodorizing system
- Deep clean beyond what's seen™
- Deep down clean(ing)
- Deodorizes as it cleans
- Deodorizes as it cleans
- Dramatically enhances the cleaning performance
- Dual action (formula) (cleaning) (cleaner) (cleans) (and) (deodorizes) (and) (freshens) (and) (eliminates allergens*) (removes allergens*)
- Easily removes soils and stains
- Effective cleaning of tough (pet) (spots) (stains) and (soils)
- Effectively removes tough dirt and grime
- Eliminates (pet odors) (odors) (allergens*) (everyday dirt) (and) (spots and stains)
- Eliminates (x%) (of) (non-living) allergens*
- Eliminates allergens*
- Eradicates (tough) (dirt) (and) (stains) (pet stains)
- Fast & effective (pet) (deep) cleaning
- Fast and effective (deep) cleaning
- For a cleaner home
- For a cleaner, fresher home
- For a cleaner, fresher household
- For a deep clean
- For a thorough deep clean
- Go beyond surface cleaning
- Goes beyond surface cleaning
- Goes beyond surface cleaning- unique penetrating action thoroughly cleans and deodorizes (deep down into the carpet fibers)
- Improve your (deep) cleaning results with proven deodorizing power
- Improve(s) (deep) cleaning performance for a cleaner, fresher home
- Improves (deep) cleaning performance to also deodorize
- Improves cleaning performance
- Improves cleaning performance to deep clean beyond what's seen
- Kills (greater than 90%) (>90%) (of) odor causing bacteria
- Kills (greater than) (more than) (over) (90% of) odor causing bacteria on (insert usage site) for a (fresh, clean home) (deep down clean)

(Note to Reviewer: (parenthetical text) is optional; [bracketed text] is informational.)

Kills odor causing bacteria for a (fresh, clean home) (deep down clean)
 No (hard) scrubbing required
 Penetrates deep down to clean and deodorize
 Penetrates for a (complete) (deep) clean
 Pet Stain and odor remover (and deodorizer)
 Powerful (penetrating) cleaning
 Removes (pet odors) (odors) (allergens*) (everyday dirt) (and) (spots and stains)
 Removes (pet spots) (spots) (and) (stains) without hard scrubbing
 Removes (tough) (dirt) (and) (stains) (pet stains)
 Removes (x%) (of) (non-living) allergens*
 Removes allergens*
 Removes deep down (dirt), (pet stains), (stains), (&) (pet odors), (odors)
 Removes tough dirt and grime
 (Safely) removes tough odors and soils (on) (insert use site)
 Thoroughly cleans and deodorizes deep within carpet fibers, eliminating stains, odor causing bacteria, and allergens*
 Thoroughly cleans and deodorizes deep within carpet fibers, removing stains, odor causing bacteria, and allergens*
 Triple (cleaning) action (deep cleans) (and) (removes odor causing bacteria) (and) (deodorizes) (and) (freshens) (and) (removes allergens) (and) (eliminates allergens) (and) (removes stains)
 Triple action (cleans) (and) (kills odor causing bacteria) (and) (refreshes)
 Triple action (formula) (cleaning) (cleaner) (cleans) (and) (deodorizes) (and) (freshens) (and) (eliminates allergens*) (removes allergens*)
 Unbeatable cleaning
 Unique penetrating action goes deep within carpet fibers to thoroughly clean and deodorize – eliminating dirt, stains, odors, and allergens*
 Unique penetrating action goes deep within carpet fibers to thoroughly clean and deodorize – removing dirt, stains, odors, and allergens*

(Deodorizing Claims)

(Eliminates) (removes) (the toughest) (tough) odors caused by bacteria on (insert usage site)
 (Fresh) (Clean) (fragrance) (scent)
 (insert usage site) (Pet) Deodorizer
 (insert usage site) (Pet) Odor Eliminator
 (insert usage site) (Pet) Odor Neutralizer
 (insert usage site) (Pet) Spot and stain deodorizer
 (insert usage site) Refresher
 (Kills) (destroys) (eliminates) (greater than) (more than) (over) (90% of) odor causing bacteria
 (Kills) (Eliminates) (Destroys) odor causing bacteria
 (Leaves behind a) Clean, Fresh Scent
 (Light), (fresh), clean scent
 (Permanently) Eliminates (pet) odors

(Note to Reviewer: (parenthetical text) is optional; [bracketed text] is informational.)

(Permanently) Removes (pet) odors
 Clean and fresh scent
 Controls the growth of odor causing bacteria
 Deodorizes and freshens (leaving a light, clean scent)
 Destroys (greater than) (more than) (over) (90% of) odor causing bacteria on (insert usage sites)
 Destroys tough (pet) odors
 Doesn't just mask (pet) odors
 Effective to kill (greater than) (more than) (over) (90% of) odor causing bacteria
 Eliminates (pet) odors and (kills) (removes) (gets rid of) (greater than) (more than) (over) 90% of the bacteria that cause them
 Eliminates (pet) odors doesn't just mask
 Eliminates (pet) odors, doesn't just mask
 Eliminates (tough odor) (tough odors) (bacterial odor) (bacterial odors) (pet odors) on (insert usage site)
 Eliminates odors (including) (kitchen) (pet) (and) (smoke)
 Eliminates odors by controlling the growth of mold and mildew
 Eliminates the toughest (pet) odors at the source
 For ultimate freshness
 Fresh, Clean scent
 Freshens (insert usage site)
 Freshens (insert usage site)
 Freshens home with the scent of (fragrance name)
 Full day freshness
 Keep (insert usage site) smelling fresher longer
 Keeps (insert usage site) smelling fresh
 Kills (greater than) (more than) (over) (90% of) bacteria that cause (pet) odors
 Kills (greater than) (more than) (over) (90% of) odor causing bacteria
 Kills (greater than) (more than) (over) (90% of) odor causing bacteria and eliminates (pet) odors for a cleaner, fresher home
 Kills (greater than) (more than) (over) (90% of) odor causing bacteria and removes (pet) odors for a cleaner, fresher home
 Kills (greater than) (more than) (over) (90% of) odor causing bacteria at the source
 Kills (greater than) (more than) (over) (90% of) odor causing bacteria on (insert usage site)
 Kills odor causing bacteria (that ordinary cleaners don't)
 Leaves (insert usage site) deodorized
 Leaves (insert usage site) smelling (refreshed) (fresh) (clean)
 Leaves (rooms) (home) smelling fresh and clean
 Leaves a fresh scent
 Leaves a fresh, clean scent
 Leaves a light, clean scent
 Leaves your (insert usage site) free of (pet) odors
 Lifts (pet) odors and freshens
 Lightly scented
 Lightly scented and suitable for frequent use
 Long lasting freshness

(Note to Reviewer: (parenthetical text) is optional; [bracketed text] is informational.)

- Neutralizes (pet) odors
- Neutralizes (pet) odors in (insert usage site)
- Neutralizes, reduces, and controls the growth of odor causing bacteria
- Penetrates (deep inside) (insert usage site) to eliminate (pet) odors at their source
- Penetrates (deep inside) (insert usage site) to remove (pet) odors at their source
- Prevents odors at the source
- Refreshes (insert usage site)
- Refreshes (insert usage site)
- Removes (pet) odors and (kills) (removes) (gets rid of) (greater than) (more than) (over) 90% of the bacteria that cause them
- Removes (pet) odors doesn't just mask
- Removes (pet) odors, doesn't just mask
- Removes (tough odor) (tough odors) (bacterial odor) (bacterial odors) (pet odors) on (insert usage site)
- Removes odors (including) (kitchen) (pet) (and) (smoke)
- Removes odors by controlling the growth of mold and mildew
- Removes odors+ provides a clean, light scent
- Removes the toughest (pet) odors at the source
- Removes tough (pet) odors and soils
- To eliminate (greater than) (more than) (over) (90% of) odor causing bacteria on (insert usage site)
- To remove (greater than) (more than) (over) (90% of) odor causing bacteria on (insert usage site)

(General Usage Claims)

- (Advanced) (Professional) cleaning formula for carpet
- (Alcohol) (Bleach) free
- (non caustic) (non-alkaline) (non-abrasive) formula
- (Okay) (suitable) for daily use
- (Okay) (suitable) for monthly use
- (Okay) (suitable) for regular use
- (Okay) (suitable) for weekly use
- (Okay) for everyday use
- (Safe) (Suitable) for (use in) all full size machines
- (Use on) (Designed for) (soft) (suitable for) carpet surfaces that you and your family come in contact with everyday
- (With) an active ingredient you can pronounce

- Bottle contains minimum of X% post consumer recycled plastic
- Can you pronounce the active ingredient in other cleaning formulas?
- Carefully designed for home use.
- Carpet extraction for cleaning and deodorizing carpets
- Compatible with all deep cleaning machines including: BISSELL, Hoover, Dirt Devil, and Rug Doctor
- Compatible with all full size machines
- Contains no heavy metals, optical brighteners or dyes

(Note to Reviewer: (parenthetical text) is optional; [bracketed text] is informational.)

- Designed for use in all full size machines
- Dye Free (formula) (technology)
- Gentle cleaning for your carpet
- Gentle on your carpet
- Gentle on your carpets
- Great for use in any room of the house
- Leaves carpet clean for children and pets (when used as directed)
- Leaves no harmful residue
- For everyday use
- No residue
- No harsh fumes
- No resoiling
- No VOCs
- Non-abrasive formula
- No-rinse formula
- Okay (suitable) to use daily
- Perfect for use on pet messes
- Pet friendly
- Safe & gentle for your carpet
- Safe for all carpets (including nylon, wool, & stain resistant carpets)
- Safe for use in BISSELL, Hoover, Rug Doctor, and other full size deep cleaning machines
- Safe for your carpet
- Single active ingredient: Hydrogen Peroxide
- Suitable for use in BISSELL, Hoover, Rug Doctor, and other full size deep cleaning machines
- Suitable for use on (insert usage site)
- This product is approved for use on (insert usage sites)
- Up to (x) uses per bottle
- Use daily (in) (on) the (insert usage area) your (family)(and)(pets) touch (the most) often
- Use throughout your house

(Easy Use Claims)

- (Advanced) (Professional) cleaning (formula) for (insert usage sites)
- (Suitable) For everyday use
- Can be used anytime
- Designed for households with pets & kids
- Dries fast
- Dries in (x) minutes
- Dual (action) (purpose)
- Dual action
- Easy to use
- Everyday formula

(Note to Reviewer: (parenthetical text) is optional; [bracketed text] is informational.)

Fast drying
 Fast, easy, effective
 Gentle on (insert usage surfaces)
 Great for (insert usage sites)
 Keep your home clean
 Leaves no (harmful) residue
 Makes cleaning easier
 Multi-purpose
 Multi-use
 No rinsing required
 Portable deep cleaning (formula) (detergent) (soap)
 (solution)
 Simple application
 Suitable for use around the home
 Takes care of (insert usage sites) (pet) stains and odors
 Treat stains, (pet) odors and allergens*
 Triple (action) (purpose)
 Triple action
 Upright deep cleaning (formula) (detergent) (soap)
 (solution)
 Works on (most) (insert usage sites)

(Other/General Claims)

Bottle contains minimum of X% post-consumer recycled plastic
 EPA approved
 (Ultra) concentrated

(Marketing Claims)

(2 in 1) (3 in 1) (Action) (product)
 (Dual) (Triple) (Advanced) Action
 (Money back) (Satisfaction) (Guarantee) (or your money back) (or its) (yours) (free)
 All in 1
 Bonus (X) (oz) (X %) (more) (free)
 Complete Clean
 New {note to reviewer: use for first 6 months only}
 New and improved {note to reviewer: use for first 6 months only}
 Save (\$X) now
 Trial (size) (pack)
 Try (me) (for) (free) (now) (today)
 Value (size) (pack)